Kawneer

SOLID COPPER

STORE FRONTS

Suggestions for Shoe Stores

Profit Making Show Windows for Shoe Stores

Merchandise carries a definite buying urge. The intensity of that urge depends upon the manner in which the merchandise is displayed.

The first opportunity a merchant has to display his merchandise so as to exert this buying urge is through his display windows. It has been proven a great many times that attractive sales pulling displays of merchandise cannot be arranged in old dingy and improperly arranged windows. With Modern Kawneer Show Windows, a merchant can present his goods in a way that will exert the strongest buying urge and therefore bring him the most sales and bigger profits.

THE Kawneer COMPANY NILES, MICHIGAN

In this booklet we present a few of the types of Kawneer Solid Copper Store Fronts best suited for Shoe Stores. These views are presented merely to show different ideas rather than to present definite plans that will fit any particular stores. The types shown in this booklet are only a few of thousands that have been installed by this company. We suggest that you select the features from one or several of the Kawneer fronts shown in this booklet and then give us the measurements of your store as indicated on page 32 so that we can send you an estimate of the cost of such a front as you have in mind for your store building.

Kawneer Resilient Store Front Construction

Kawneer resilient construction is founded upon the very important principle that large plates of glass such as are used in store windows should be held in a yielding and resilient grip. If you were to place your ear alongside of a large plate glass and then strike the surface of it with your knuckle, you would find that the glass vibrates quite like a tuning-fork. When the edges of the plate are held in a rigid, vise-like grip, these vibration waves are liable to cause fractures. With the Kawneer resilient grip, however, the vibrations pass out thru the edges of the plate.

Kawneer construction provides the necessary give-and-take so as to eliminate the breakages caused by vibrations. All plate glass is held between two spring surfaces, the spring deflection being from the adjustment screw up to the edge of the metal that lays against the glass. The plate glass resting upon the structural shaped setting block with its leather cushion, is thus enabled to rock freely under wind pressure and vibrations.

The sturdy, cold drawn Kawneer metal mouldings when assembled in this manner provide the necessary resiliency while at the same time affording sufficient strength to hold the glass securely in place. This firm, yet resilient grip is found in all Kawneer sash and bars.

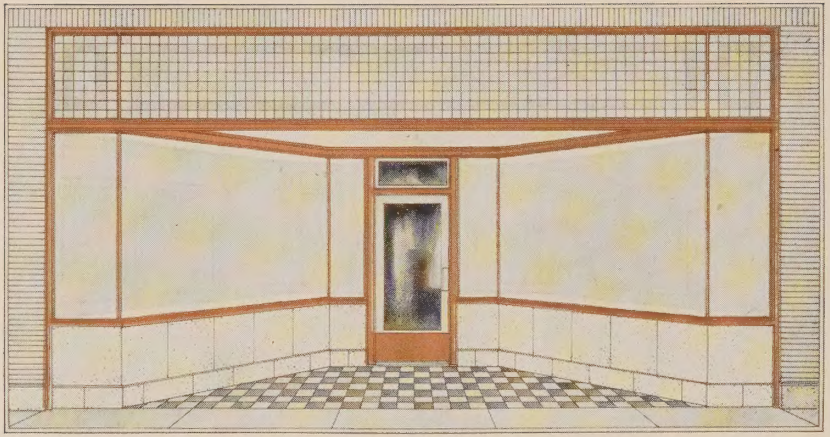
Specialized Service for Merchants

Kawneer Store Front Construction was designed and has been developed by an architect who for years had specialized in business buildings. His experience made him realize that one of the most important parts of stores—the show windows and entrance-ways—had not been brought up to date as had the other construction features.

From this beginning, more than nineteen years ago, the Kawneer organization has specialized in up-to-the-minute service to merchants in connection with their store fronts. During this time more than 260,000 Kawneer Solid Copper store fronts have been installed. In producing this large number of Kawneer store fronts, we have gained a broad experience which enables us, we believe, to give a valuable service in connection with store front problems.

Individuality is an important item in the success of a store front. Your show windows should be in keeping with your merchandise, your location and the general character of your store. Any effort you spend to individualize your store front will pay you big profits. We feel sure we can help you on your store front problems.

It has been our slogan that Kawneer Store Fronts Stay and Pay. May we not have a chance to show you how this has been proven for others?

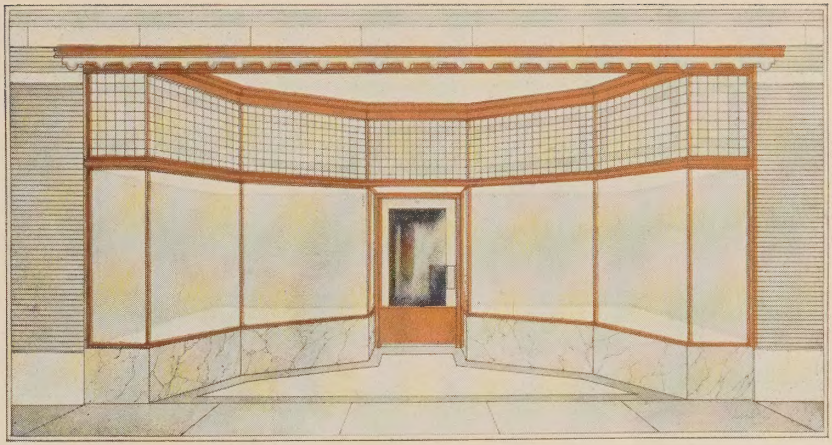




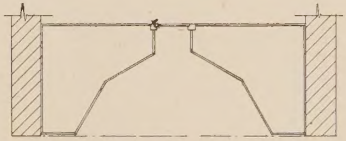
Let us help you on your store front problems as we have many others.

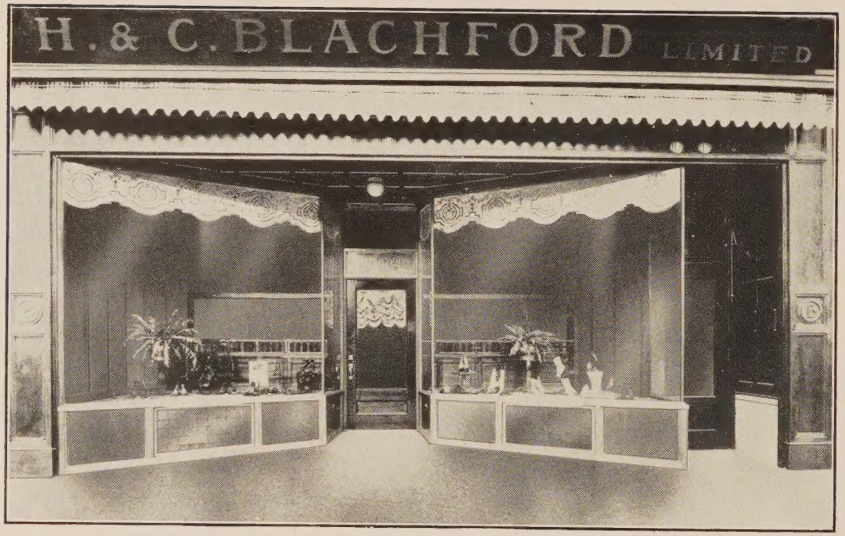
PLENTY of room in the vestibule is generally a desirable feature. The plan shown here gives this roominess and also a broad display of the merchandise in both windows. This plan may run directly back to the door posts as shown in the picture or have a slight return to the door as shown in the floor plan below. The former would be better for most stores as the small return at the door is likely to be too small for customers in coming out or going into the store. Terra cotta for the bulkheads as indicated in this design, looks well.

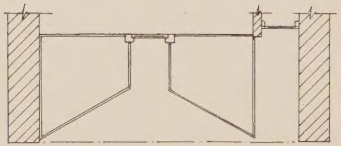
BY placing the awning above the transom and by carrying the prism glass back to the door, this design is given a feature that is quite out of the ordinary and which helps to give more light in the store proper. This design may seem large for shoe displays but there has been quite a noticeable trend among stores in this trade to use more and more display space. The popularity of fancy colored slippers, buckles, hosiery and accessories of various kinds make this increased display profitable.



Ideas are the foundation of store front successes.







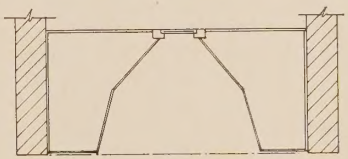
Kawneer Fronts need not be large to be profitable.

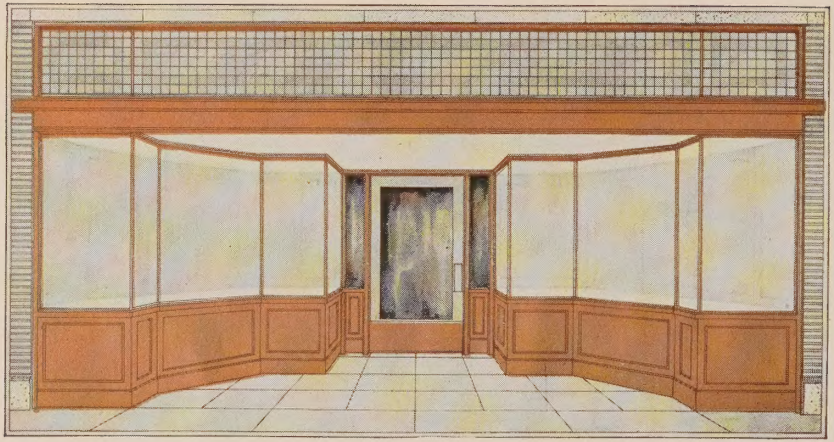
BACK of this plan there are two ideas that have worked out even better than expected when this Kawneer front was first installed. The purposes of the wide slanting window were, first to give a complete view of each window and second to reduce the daylight glare to a minimum without using electric lights. The first objective has been very successfully accomplished, for almost the entire contents of both windows may be seen from either side of the building. The daylight glare has been reduced somewhat.

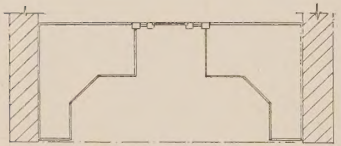
THIS is an excellent example of how attractive show windows may be provided for a medium size store without attempting anything fancy. The vestibule, with the name of the store worked in the tile floor, is wide and inviting. Some merchants probably would not show as many different numbers in each window. Unit trims could be installed very nicely and easily in such windows. The valances used in these windows seem somewhat heavy for the height of the plate glass.



You will find Kawneer Store Fronts on most business streets.







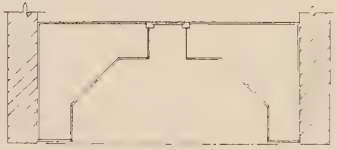
Many merchants are paying their rent from their Kawneer Store Fronts.

ON page 17 you will find a plan quite similar to this one. There are, however, some features which make this one worthy of comparison. Note especially the entrance to the door. You will readily agree that the side lights on this plan greatly improve it besides allowing a free portion of light into the front of the store. The bulkhead in this case was designed for a jewelry store while the plan on page 17 was made for a drug store. Where the added light is needed it would be better to have the side lights extend to the floor.

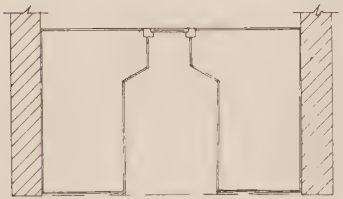
ANOTHER plan that provides for quite extensive display footage, but has the shallow windows so much favored for small merchandise such as sold by shoe and hosiery stores. The store front picture shows how the background can be built across the back corner so as to keep the windows shallow. With a copper bulkhead such as is shown here, hinged sash may be installed in some of the panels so as to provide ventilation into the cellar. Opaque glass may also be used in the panels when it is desired to light the cellar.



More than 260,000 Kawneer Fronts now in use; that's your guarantee.



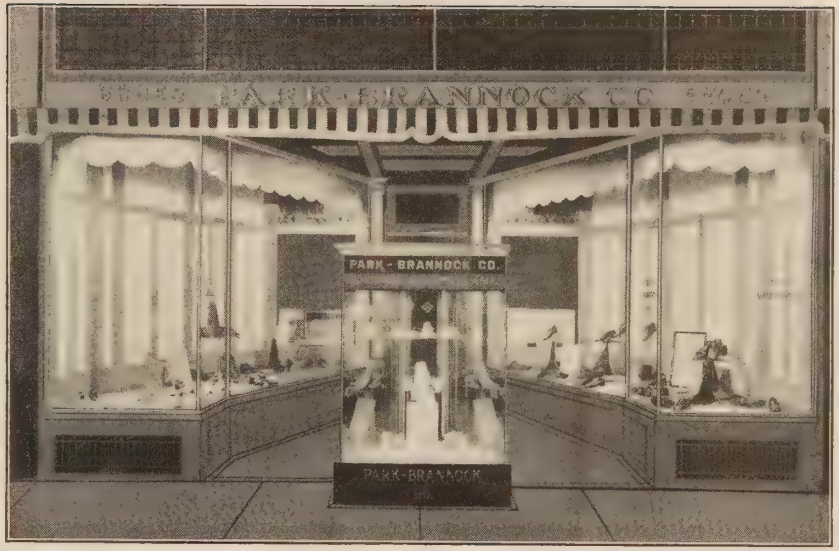




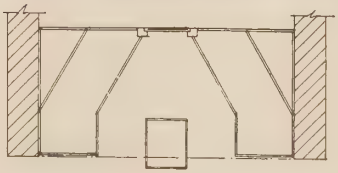
A test of 19 years proves the success of Kawneer Fronts.

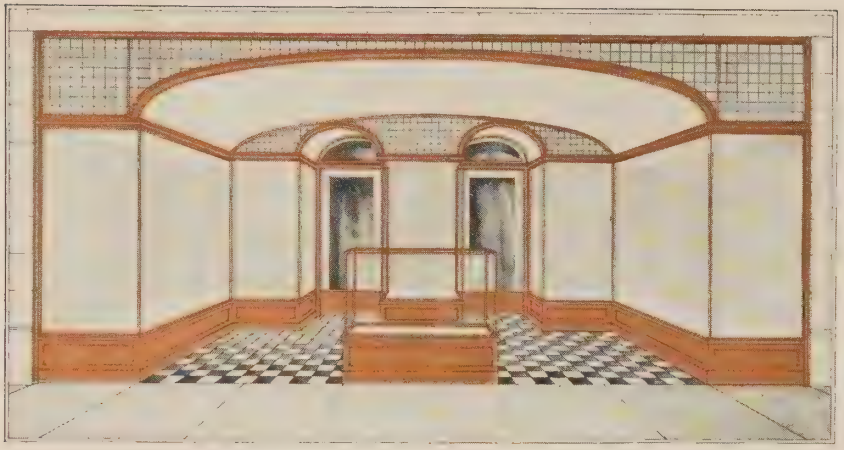
QUITE wide displays on the sidewalk with half again as much display footage in the return vestibule are provided in this plan for an average size store. By building out the backgrounds the windows have been kept shallow enough to make the displays easy to install. The slanting returns at the door relieve the plainness of the design. The background panels should not be finished in pure white as such a color will attract the eye rather than serve as a background for the merchandise. Color schemes should be considered quite carefully.

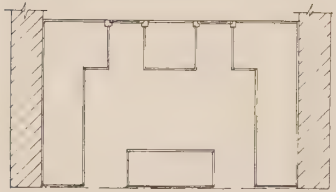
MOST cities would not permit the island show case to extend out into the sidewalk as shown in this picture. Because of the width of the vestibule it would not be practical to install this case back of the building line. In this plan also the background paneling has been built out so as to keep the depth of the windows the same. Grills used in the front bulkheads serve as guards for ventilators leading into the cellar. These grills should be as ornamental as possible in order that they do not detract from the appearance of the front.



Let us help you on your store front problems as we have many others.



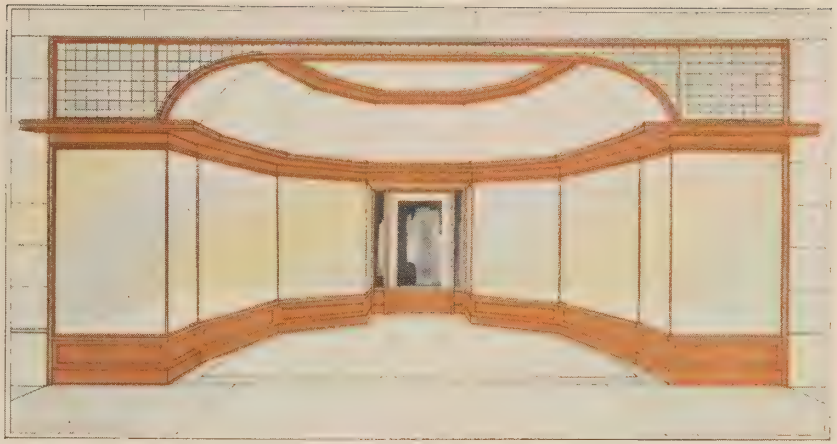




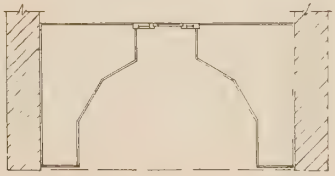
A touch out of the ordinary makes them stop, look and buy.

MOST shoe stores nowadays handle men's, women's and children's shoes. This plan was designed for a store of considerable size and handling the three different lines with an extensive line of hosiery as well. It would not be difficult to figure out how admirably a front of this design would function for such a store. The window shown between the doors would without doubt be a profitable sales medium but some stores probably would prefer to eliminate this center case and have a plain plate of glass between the doors.

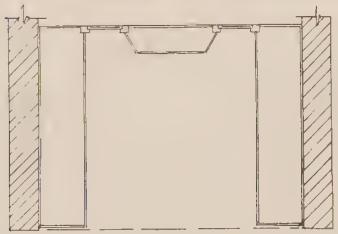
HERE is another plan designed for a store of more than ordinary size. The elliptical dome ceiling and the way in which the awning transom bar construction is carried back in the vestibule are noteworthy features. This plan gives an excellent example of how side lights at the door make the entrance to the store more inviting. The depth of the vestibule may of course be varied by the size of the plates used on each side. The height of the bulkhead in this plan and in the one on page 12 is perhaps a trifle low. Some merchants prefer to use false floors.



Our experts are at your disposal without obligation.







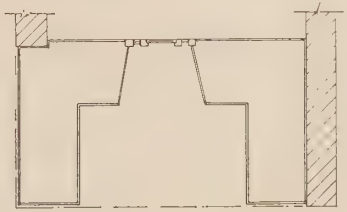
Just ask the man behind one what he thinks of his Kawneer front.

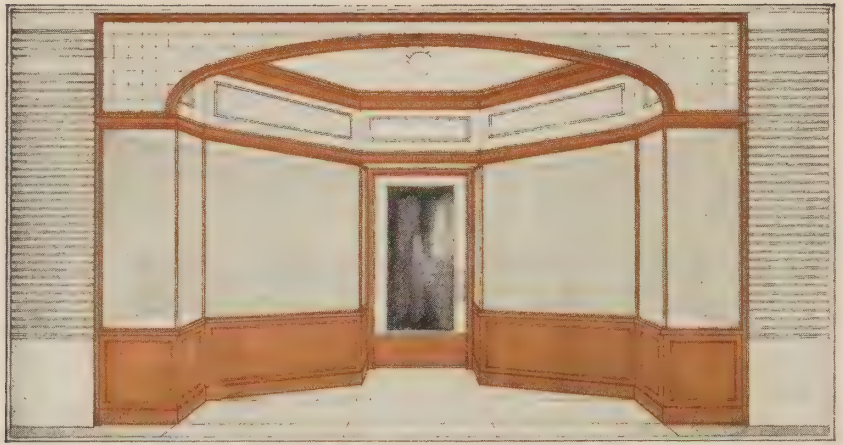
BECAUSE of the wide vestibule running straight back to the doors this front seems to have a greater width than it actually measures—18 feet from wall to wall inside. The display footage provided by this plan is more than double the width of the store. Note how men's shoes are displayed in the left hand window while women's are shown in the right hand window with a showing of fancy slippers and hosiery in the central window. Carrying the transom back into the returns is a novelty that adds attention value to a plain front.

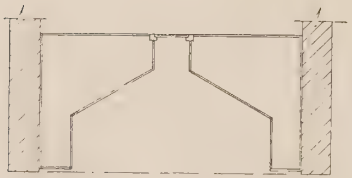
FOUR unit displays are nicely provided for in the right hand windows and five of them in the left hand windows because of the corner. For a small store room and an average amount of stock, this plan is about ideal. The wide and inviting vestibule leading back to a wide doorway makes this front speak out to those on the sidewalk to stop and look. A difference in level between the sidewalk and store floor has been taken care of here in a gradual slant in the vestibule floor.



More than 260,000 Kawneer Fronts now in use; that's your guarantee.



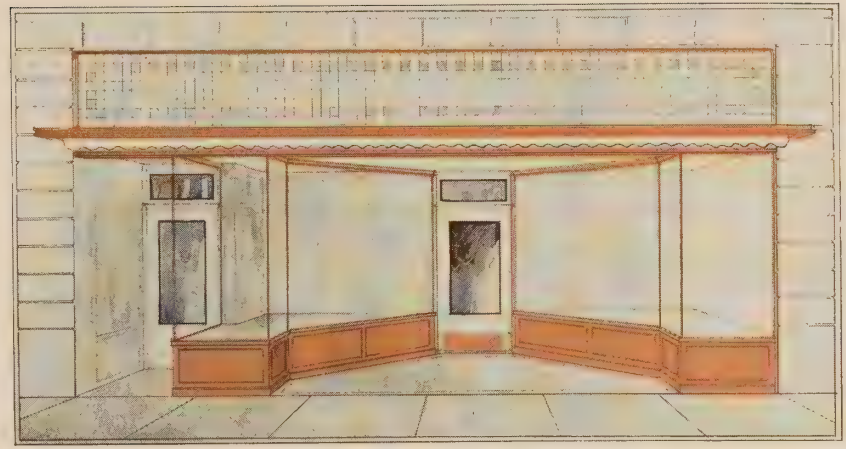




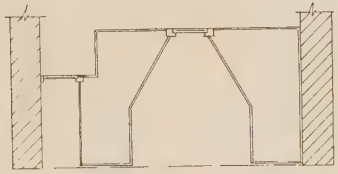
Something out of the ordinary pays in store fronts with more profits.

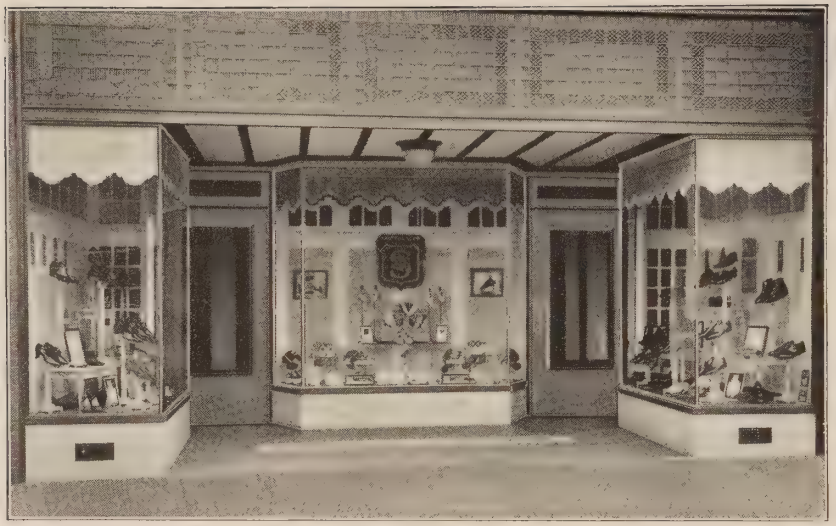
HERE the elliptical arch in the transom and the heavy cornice in the vestibule are distinguishing features. The shallow windows and wide and inviting vestibule make this plan admirable for an 18 foot shoe store. The return at the door is small, but as the windows at this point are only about 2 feet deep, the door-way would not be crowded. A slanting return to the door so as to provide more room would be much better. The cornice in the vestibule in this plan is made up of the copper transom bar, plaster panels and a copper cornice.

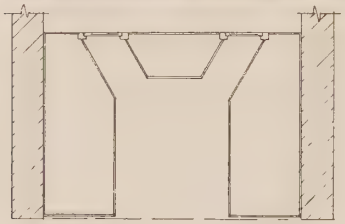
FEW changes in this plan give it quite a different general appearance from the front shown on the opposite page, yet the window floor layouts are quite similar. In this plan the windows run directly back to the door posts. This arrangement gives more room at the door and also provides a fuller view of the displays in the back window. The matter of height of the bulkhead on this plan as compared with the one on page 16 should depend upon the general style of trims to be used. Where stands are used, the height shown in this bulkhead is about right.



The measurement blank on page 32 merely starts us on the way to help you.



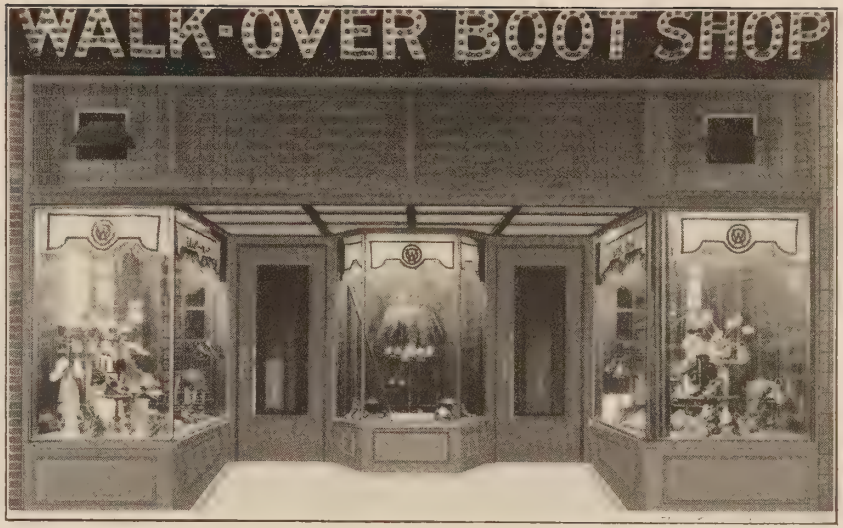




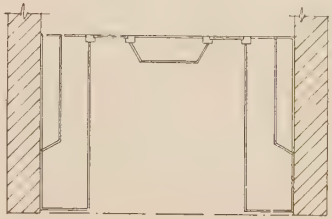
Perhaps you have some special display problem; write us about it.

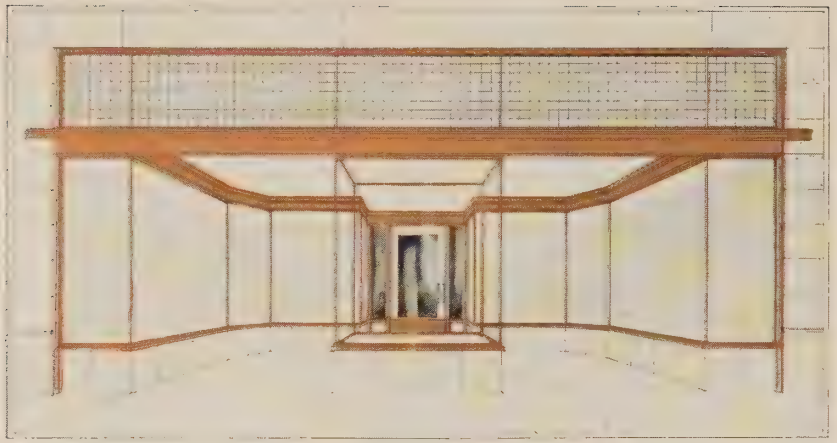
THE two Kawneer fronts shown on this and the opposite page are presented to show just how much variance there should be in fronts made from the same general plan. There are always some special situations to be found in every store which calls for slight changes here and there. The store shown on this page is about 22 feet from wall to wall, while the one on the opposite side is about 20 feet wide. The right hand window in the Walkover front was made about 9 inches wider than the one on the left so as to take in the bearing columns.

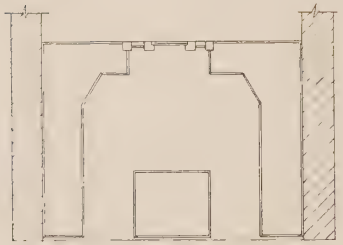
PHOTOGRAPHS of these two Kawneer store fronts were recently submitted to a party of shoe dealers and their opinions asked as to the relative merits of each design. The opinions were about evenly divided, however one merchant expressed the best answer when he said: "Each front may be best for its particular store". It has been our experience that the needs of every store must be studied and the front designed according to these needs. For example the Walk-Over front has two ventilators in the transom, while the other has ventilators in the bulkheads.



The success of Kawneer Fronts has been based upon satisfactory service.



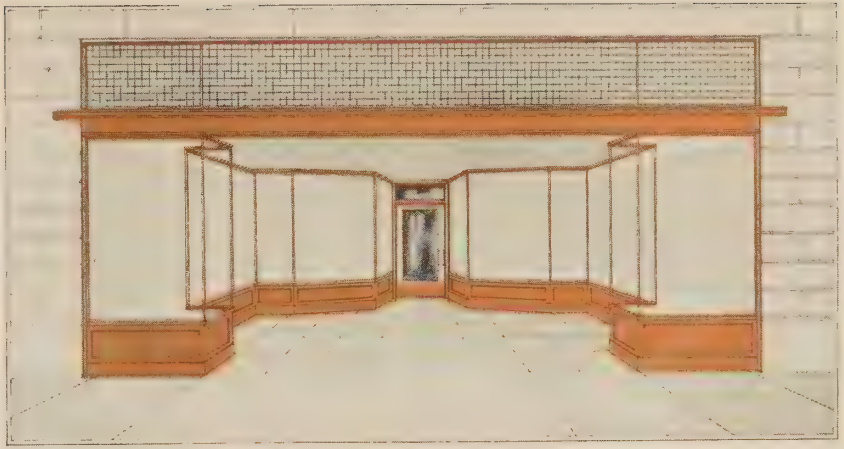




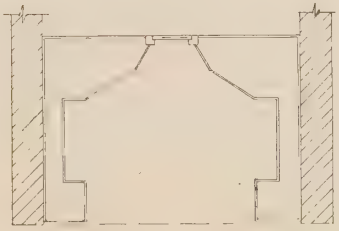
Kawneer Fronts turn old stores into new ones.

MODERN shoe retailers require more display space for their many different classes and styles of shoes than was needed by the stores of a few years back. The modern tendency also is to have plenty of room for each unit display. The plan shown in this sketch is about 24 feet wide from wall to wall. This design provides a display footage of close to 50 feet from a return depth of about 15 feet. Note how the side windows are kept down to shallow depths while the center window is of sufficient size to permit unit displays on all four sides.

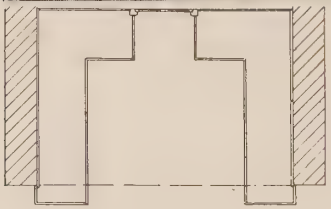
PLENTY of display footage is also to be found in this design. The return from the sidewalk line to the door is about 5 feet deeper in this plan than in the one on page 20, but the omission of the center case makes the display footage about alike in both plans. Some merchants, no doubt, will say that such large windows would be too difficult to trim and would take too much stock with which to make a showing. However, the modern tendency of featuring two or three shoes of a style in one group requires plenty of room.



Something out of the ordinary pays in store fronts with more profits.



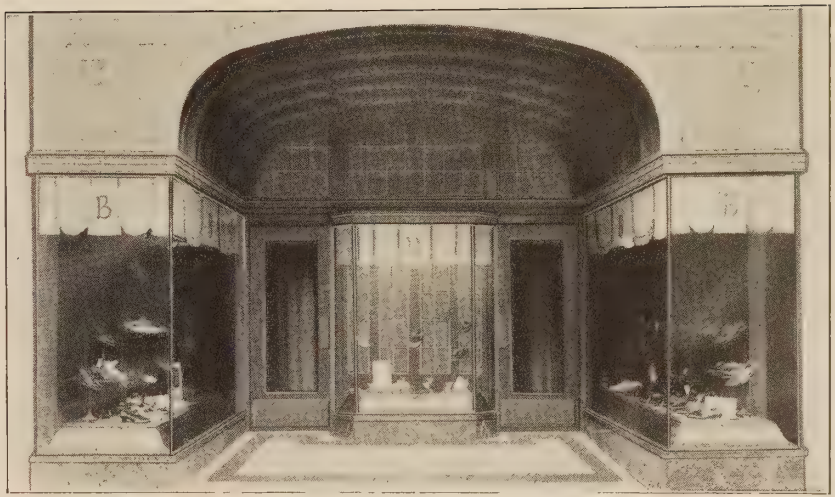


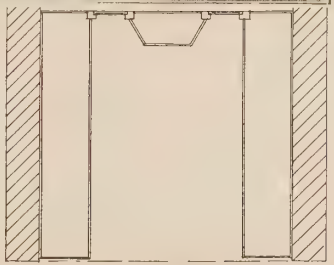


Kawneer Resilient Store Front Construction has stood the test.

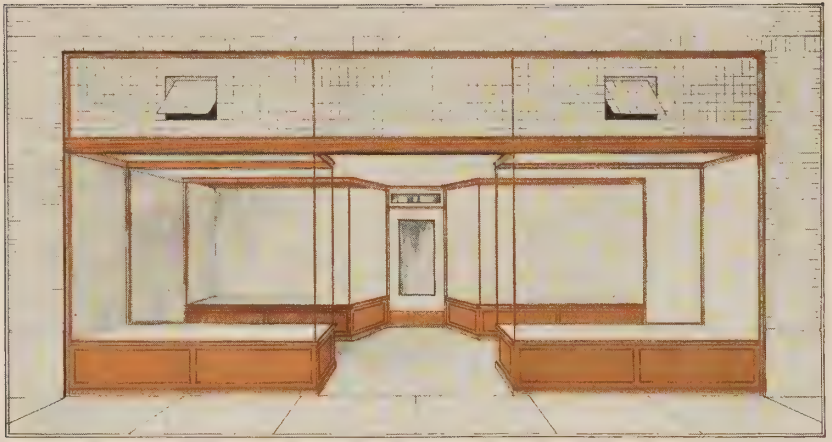
ELLIPTICAL or vaulted arches have excellent features to recommend them for stores having extra high ceilings. Architects find that the best proportion for the transom glass as compared with the overall height of the store room opening is 1-5 to 1-4. For extra high store rooms, however, it sometimes is necessary to increase the proportion to as much as one-third or more of the overall height. For such cases the elliptical arch for the vestibule ceiling helps offset the high transom in a pleasing manner.

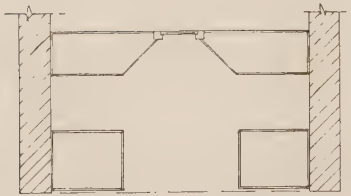
ARRANGEMENT of doors on stores has been a big problem for architects and merchants. There is no rule to follow except of course to make them as inviting as possible. The front on the left-hand page shows a good example of double doors while the front on this page shows a two door arrangement with a show window between. The latter arrangement has the advantage of segregating the men's from the women's department. How low bulkheads may be built up with false floors is shown in this picture.





Your store should stand out on the street; let us show you how.

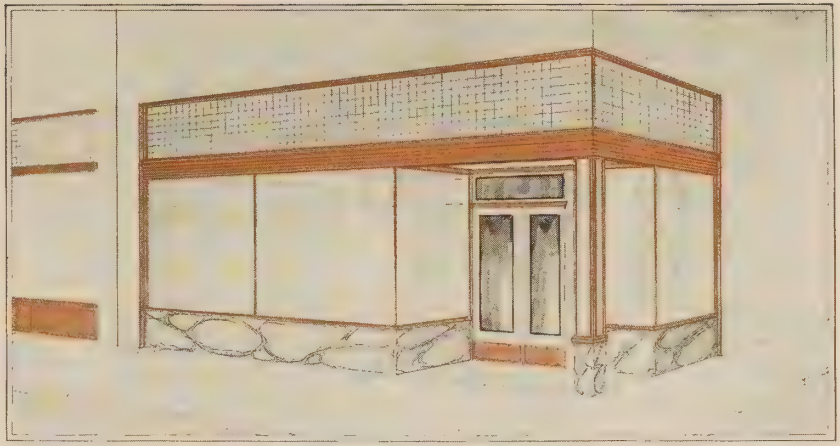




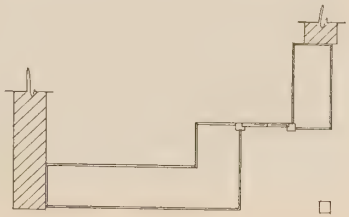
Kawneer Store Fronts Stay and Pay; Turn to Page 32 and let us show you how.

PRACTICALLY two distinct fronts are combined in this plan. The two windows in front give the utmost amount of display space on the sidewalk line while the two windows at the back provide the same width of display space. The front windows are deep enough, however, so that display units may be arranged facing the arcade as well as the street line. This plan could be varied somewhat by having quite shallow windows at both ends of the lateral vestibule. Such a change however, would detract somewhat from the isolated window effect.

FOR a corner store this design has entrance doors facing the principle street, but easily accessible from the side street also. Additonal window space could be had by changing to a single door. Many doubt the advantage of vestibule openings on both streets and think the space could be used to better advantage by bringing the side window out to the main building line. In such a case a single door would be used. This general design could be used with the door set at a slant with the corner.



Our engineers will be glad to help you with your store front problems without obligation.

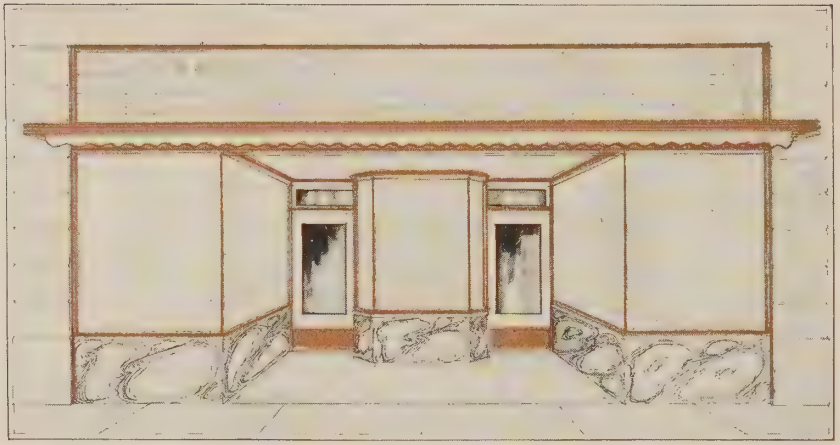


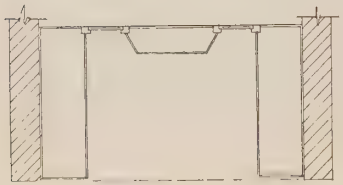


HERE we have another variation of the segregated window plan shown on page 24 with a small island case in the center of the vestibule. The left-hand wing of the lateral vestibule leads to entrance lobby of an office building, while the one on the right leads to a basement doorway. This store is not as wide as the one planned on page 24, but as the returns to the door are much deeper this design provides more display footage. Care should be taken not to build the case in the center of the vestibule large enough to have the entrance crowded.

STORES selling an extra high class line and catering to an exclusive trade do not require so much room in the vestibule. In fact any plan that will reduce the publicity attending window shopping will be best for such stores. Note how the front plates are set at an angle. As explained on page 6, this slant helps reduce the daylight glare. It will be noticed that in this case great care has been taken to have every appointment up to a high standard in keeping with the class of merchandise shown.



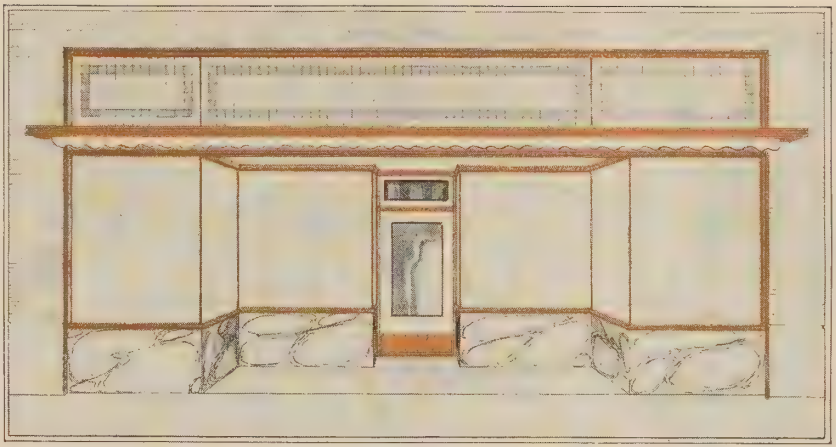




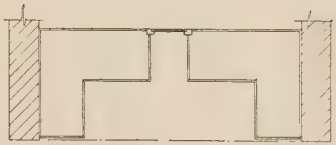
The small store makes a greater profit from a modern front than a big one.

THE center display window type as shown on this page has quite frequently proven very successful for stores of average width. One of the main reasons for the success of this plan is the wide and inviting vestibule. The words "Come In" seem to be spoken out by roomy entrance-ways such as these. These two sketches give a comparison between marble and copper bulkhead. The latter will last a lifetime and if kept clean will always make an attractive appearance. Note how the backgrounds are built out.

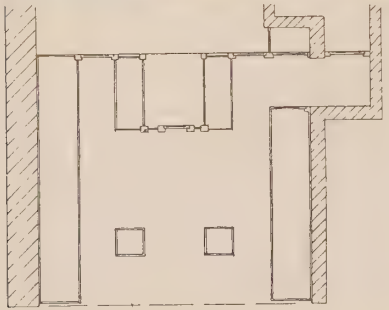
PLENTY of vestibule room is one of the attractive features of this design that is worthy of consideration for most stores. Where the width of the store will warrant it, small lights on each side of the door would be better so as to give more room in the return to the door and also to provide more light in the front of the store. A slanting background across the back corner fills out a difficult portion of such windows to trim and provides an excellent place in which to store fixtures. This type could be used on an 18 foot store.



Your windows should fit your merchandise and your store.



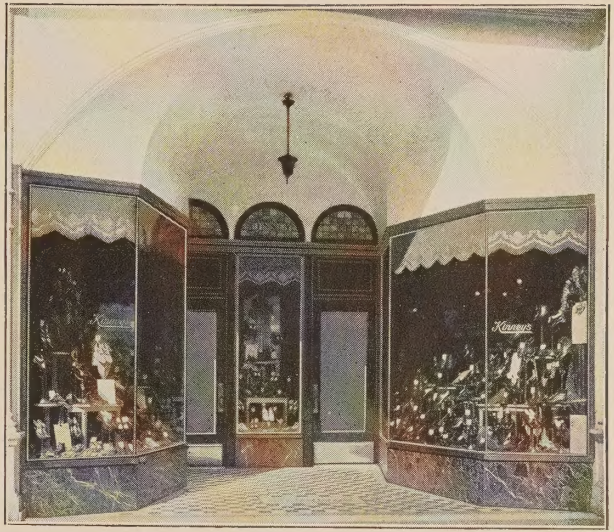




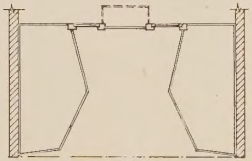
Fill out the measurement blank on page 32 so that we can help you.

SOME merchants say they want but one door. Most merchants would be satisfied with 2 store doors. But this merchant uses a three door combination that is hard to beat. He shows women's shoes in the left-hand window, men's in the right-hand and boy's in the small case at the left of the right-hand door. Infants and misses shoes are shown in the case at the right of the left-hand door. Tests have proven that men and boys enter by the right door, women use the left-hand door while both men and women come out thru the center door.

HOW to get a different effect for a store 18 feet wide is quite a problem. Show windows have been arranged in almost every conceivable way, but this plan combines a different arrangement of the window layout with quite a novel design for the ceiling. The window space is quite limited but the attention value gained by the arrangement makes this a very efficient design for a small store. Note that the show window between the doors extends back into the store. This plan gives more room in the entrance.



Individuality always pays in a store front; let us help you.



How Much Will a Kawneer Front Cost?

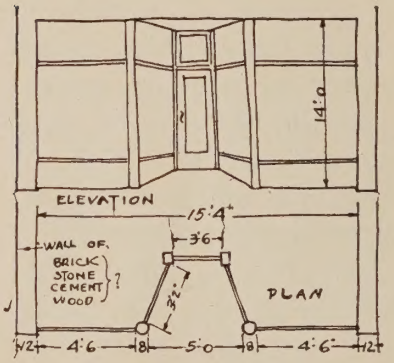
What a Kawneer Resilient Store Front will cost varies according to the width and height of the store room from wall to wall and from floor to ceiling and also according to the depth of the return and the arrangement of the windows. It is, therefore, impossible to give even an approximate estimate of the cost of a modern, up-to-date Kawneer Front for your building until we have certain facts upon which to base our estimate.

So after looking through this little booklet, just fill out the measurements as indicated here and let us show you what a Kawneer Front will cost. This information will of course place you under no obligations.

Please note these points especially: First, we should know the general design of a front in which you are interested. Then we ought to have the dimensions of your store front opening as listed on the sketch. Also please give as full information as possible about the other items.

THE Kawneer COMPANY
NILES, MICHIGAN

Be Sure to Give the Following Dimensions



Height from sidewalk to I-beam feet inches.

Height from floor to ceiling (inside), ...feet.....inches.

Width from wall to wall (inside), ...feet.....inches.

Thickness of walls (outside). Distance from sidewalk level to floor level at both walls.
Locate and give size of all columns—of what they are made—cast iron, concrete, stone or brick.
Give construction of building—stone, brick or wood.

How many stories high.....Store building faces.....

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